

# VIRGINIA MAIN STREET

## SUMMER TOOLKIT:

Cultivating Healthy, Vital Communities



**July 18-19, 2012**

**Warrenton-Fauquier County Visitor Center**  
**33 N. Calhoun Street**  
**Warrenton, Virginia**

Healthy communities are designed and built to improve the local quality of life by providing a variety of healthy, available, accessible and affordable options to live, work, worship, learn, shop and play.

But just how can Main Street organizations help create healthy communities that benefit downtown residents, visitors and businesses? Cultivating Healthy, Vital Communities, the 2012 Virginia Main Street

Toolkit, is designed to help communities focus the Main Street Four Point Approach® on exactly that question.

Join the state's engaged network of downtown revitalization professionals and volunteers for this fast-paced, interactive event.

Hosted by the Virginia Main Street Program and The Partnership for Warrenton Foundation.



Virginia Main Street Summer Toolkits are advanced and targeted training sessions designed to get beyond the basics and provide anyone working to better their community with outcome-oriented revitalization knowledge. Toolkits provide a balanced mix of expert presentations, panel discussions and group work sessions to ensure that every attendee goes home with fresh ideas and a plan for what is next.

**Thank You to Our Sponsor**

**Thank You to Our Co-Host**



### Welcome Reception, July 17

7 p.m.  
 Claire's At The Depot –  
 65 South Third Street, Warrenton  
**Free**

### Wednesday, July 18

*Day One Includes*

- Morning and afternoon refreshments
- Toolkit training sessions
- \$12 gift card towards a downtown lunch

### Wednesday, July 18

6:30 p.m.  
 Iron Bridge Wine Company

- Casual dinner with peers
- This dinner is optional and must be pre-paid as part of registration.

### Thursday, July 19

*Day Two Includes*

- Morning refreshments
- Toolkit training sessions
- Lunch on site

<b>Full Registration</b> Both Days	\$75
<b>Single-Day Registration</b> Day One Only Day Two Only	\$50 \$40
<b>Dinner at Iron Bridge Wine Company</b> July 18, 6:30 p.m.	\$35

(limited to first 45 persons to register)

The registration fees include all training materials and meals as indicated. You will receive a registration confirmation by e-mail with an agenda, directions and parking instructions prior to the training.

**\*\*Deadline for registration is July 11, 2012.**



**Speaker biographies**  
 [Coming Soon]

### Accommodation Information

Room blocks are available at the following hotels:

**Hampton Inn Warrenton**, \$111.20/night plus tax, 501 Blackwell Road, Warrenton, (540) 349-4200 (block held through June 30; group code: VMS)

**Holiday Inn Express**, \$119.95/night plus tax, 410 Holiday Court, Warrenton, (540) 341-3461, (block held through July 4; group code: Virginia Main Street Workshop)

**Nuevo Inn and Suites**, \$92.00/night plus tax, 7379 Comfort Inn Drive, Warrenton, (540) 349-8900, (block held through June 30; group code: Virginia Main Street)

In order to take advantage of these special group rates guests must ask for the rates at the time of booking and reference the group code.

A welcome reception at Claire's At The Depot – 65 South Third Street, Warrenton, is scheduled for Tuesday, July 17 at 7 p.m., so consider staying in Warrenton the night before the training.



# SUMMER TOOLKIT AGENDA

*The agenda may be modified prior to the workshop*

## July 17, Day of Arrival:

7 p.m. **Welcome Reception -  
Claire's At The Depot** –  
65 S. Third Street, Warrenton

## July 18, Day One:

8:30 a.m. **Attendee Arrival** – Over coffee and light refreshments reconnect with colleagues from around the commonwealth.

9-9:30 **Welcome And Overview** – Our hosts will kick off the Summer Toolkit.

9:30-10 **What Is A “Healthy Community”** -  
Overview and facilitated discussion.  
*Brad Belo, Community Revitalization  
Specialist, Virginia Main Street*

10-11 **Healthy Historic Buildings**  
*Paula Eubank, Associate Director, Technical  
Assistance Service Office*

11-noon **Walking Tour Of Warrenton Main Street  
District**  
*John Cheatwood, Board President,  
The Partnership for Warrenton Foundation*

Noon-1:15 p.m. **Lunch On The Town**- Explore downtown to find the perfect lunch spot and use the **\$12 downtown gift card** for a tasty, mid-day energy boost.



1:15-2:30 **Trends At The Intersection Of Food And  
Downtown** –  
*Leanne Dubois, Office of Promotions, VA  
Dept. of Agriculture and Consumer Services*  
*Stephen Versen, Project Manager, VA Dept.  
of Agriculture and Consumer Services*

2:30-3:45 **Live Healthy Virginia**  
*Leslie Hoglund, Senior Health Educator &  
PIO, Lynchburg VA Dept. of Health*

3:45-3:55 **Break**

3:55-4:55 **Downtown Trails**  
*Gayle Sheldon, Fauquier Trails  
Coalition*  
*Kimberly Watters, Executive  
Director, Waynesboro Downtown  
Development, Inc.*  
*Liz Lewis, Executive Director, Luray  
Downtown Initiative*

4:55-5:15 **Day One Wrap Up Conversation**  
*Brad Belo, Community Revitalization  
Specialist, Virginia Main Street*  
*Alfred Arzuaga, Community Revitalization  
Specialist, Virginia Main Street*

5:15 **Tour and Shop Downtown**

6:30 **Dinner Event At Iron Bridge Wine Company  
- 29 Main Street, Warrenton** – Continue to enjoy the Main Street camaraderie at this casual banquet – due to limited seating you must have registered and prepaid for this get together.

## July 19, Day Two:

8-8:30 a.m. **Attendee Arrival** – Get the day started right with morning refreshments.

8:30-9:15 **Winchester's Main Street Agriculture Day**  
*Dee Cook, Virginia Farm Bureau Federation*

9:15-10:15 **Economic Gardening**  
*Jim Martin, Virginia Business Incubation  
Association*

10:15-10:25 **Break**

10:25-11:30 **Healthy Communities – Mixed Income  
Communities and Affordable Housing**  
*Mike Hawkins, Director of Community  
Housing, VA Housing Development  
Authority*

11:30-12:30 p.m. **Lunch In House – Presentation By  
Virginia Community Capital**  
*Speaker from Virginia Community Capital*

12:30-1:30 **Healthy, Vital Communities**  
*Speakers to be determined*

1:30-2:30 **Feng Shui And Urban Design – Hopewell**  
*Kevin Walters, Feng Shui and Urban Design*  
*Evan Kaufman, Hopewell Downtown  
Partnership*

2:30-2:45 **Adjourn And Shop Downtown**